

provides a single display of multiple tiers of tabs, and that single display provides a more complete history and a navigational capability than provided by Wical.

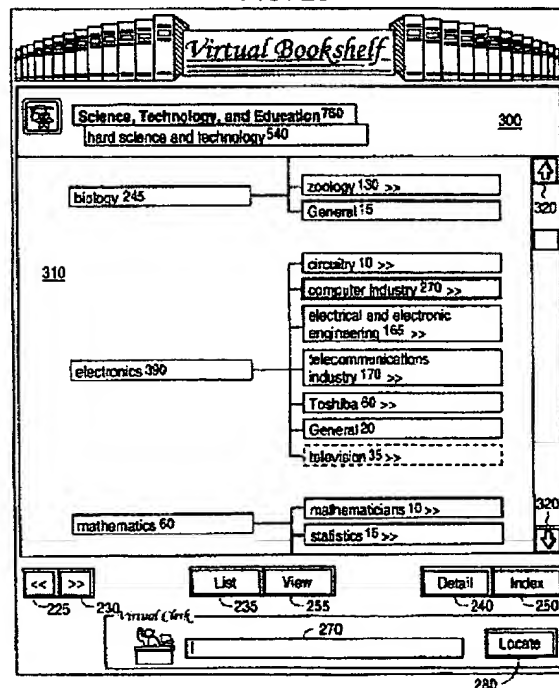
6. Wical teaches the use of several function buttons including "contract"; "expand"; and "view" in order to permit the user to navigate the virtual bookshelf. In the current invention, viewing is automatic with the selection of the lowest level tab. In the current invention, at least a portion of the tiers of tabs remains visible, and there is no need to "contract" or "expand".
7. FIG. 1 of the present invention illustrates one embodiment of the claims. The figure illustrates three tiers of tabs, where each tier remains visible after a tab from that tier is selected. The user may select a different tab from the third tier and have a different catalog page presented. The user may select a different tab from the second tier and have a different third tier of tabs presented. Many of the alternate choices of the tabs in each tier remain visible, and other tabs may be accessed if necessary by scrolling along a tier.
8. The current invention presents a single source electronic catalog that may be used in a manner similar to that of a paper catalog. In FIG. 1 and claim 1, only three tiers are presented, and the user is able to display a particular page or section of a catalog page by selecting tabs within these three tiers. By contrast, the example shown in Wical FIGs 2a-2f and 3a, shows 7 levels of icons being presented. At the 7th level, the user is presented with a portion of a document. Although the previously selected icons are presented, the user is not presented tiers of multiple icons, and the user cannot easily go to another document.
9. Wical, as illustrated by FIGs 2a-2f teaches a very different approach from the current invention. FIG. 2c shows an intermediate step in the navigation process. As described below, Wical teaches a two step operation for expanding a selection- first selecting a subcategory, and then pressing the "expand" button. Wical also teaches the use of a

"history section" and a separate "navigation section". The current invention claims a single, multiple-tier display, and a single action for selecting a tab within each tier.

"FIG. 2c illustrates further expansion of the virtual bookshelf hierarchy. For the example illustrated in FIG. 2c, the sub category "hard science and technology" was selected, and the expand action button 230 pressed. In response, the virtual bookshelf system displays the first page of the hierarchical structure for the parent node of "hard science and technology." The hierarchical structure is displayed in a navigation section 310 and a history section 300. The navigation 310 further includes a scroll bar 320 to permit a user to scroll up and scroll down the hierarchy for the "hard science and technology" parent category. When a category is selected for expansion, the category is added to navigation history, and it is displayed in the history section 300 located above the navigation section 310." [Wical 12:11-24 emphasis added]

At this level of browsing the hierarchy, a user may select an action function via an action button for any category in the history section 300 or navigation section 310. [Wical 12:44-46 emphasis added]

FIG. 2c



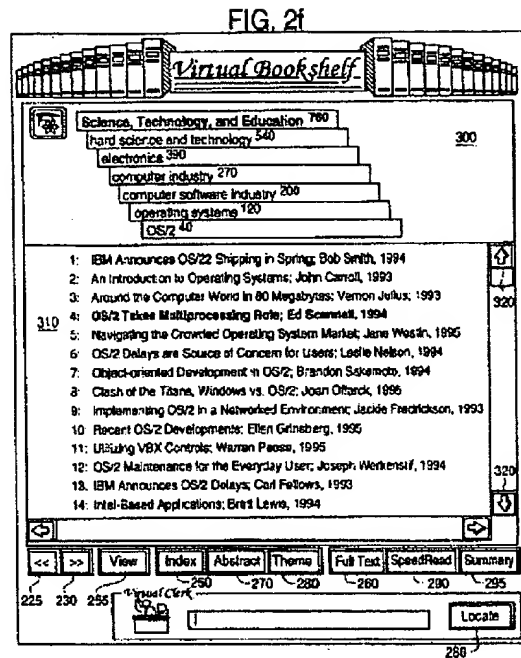
10. Wical teaches that the hierarchical structures are dynamically created. In the present invention electronic catalog embodiment, the products and the product classifications are known, and it is not necessary to create the tabs dynamically.

“As discussed above, the hierarchical structures are **dynamically created** from the inner play of the topic table 165 and the index/topic table 185 (FIG. 1).”
[Wical 12:60-62 emphasis added]

11. Wical's FIG. 2f shows an example with 7 levels of categories and subcategories. In order to change a selection within a higher level subcategory, the user must first select the category in the history section and then select the “contract” function.

“FIG. 2f illustrates a list function for the virtual bookshelf system. For the example display illustrated in FIG. 2f, the “OS/2” category was selected, and the list active button 235 was pressed (FIG. 2e). In response, the selected category “OS/2” is added to the history section 300, and the first page of the bibliographical entries for the 30 documents classified under “OS/2” is displayed. At this point, any of the display categories in the history section 300 may be selected, and the contract button 225 pressed in order to move back up the hierarchy to the selected level. In addition, a document may be selected at this time and a document function invoked.” [Wical 13:28-39 emphasis added]

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12. Applicant argues that amended claims 1, 27, and 42 and their dependent claims are not anticipated by Wical. Applicant also argues that amended claims 1, 27, and 42 and their dependent claims are not obvious in view of Wical.

13. Applicant argues that claim 45 is not anticipated by Wical, and that claim 45 is not obvious in view of Wical. Claim 45 includes single action selection of tabs and continuing display of tiers of tabs as differentiated above.

§103 Rejections

14. Applicant respectfully traverses the §103 rejection of claims 17 and 41 based on Wical and Wittenburg (U.S. Patent No. 6,515,656)

15. Applicant argues that amended claim 1 and its dependent claim 17 are not obvious in view of Wical and Wittenburg.

16. Applicant argues that amended claim 36 and its dependent claim 41 is not obvious in view of Wical and Wittenburg. Although Wittenburg teaches Internet commerce, neither Wical nor Wittenburg teach the generation of a purchase order as claimed in claim 41.

17. The references of Wical and Wittenburg are not reasonably combined to form an obviousness rejection. Wical teaches a bookshelf system for browsing information, while Wittenburg teaches a multimedia presentation such as online shopping.

18. Wittenburg teaches away from the current invention by teaching dynamic tabs.
{ Wittenburg claims 21 and 24 }

“21. Additional methodology is provided for dynamically adjusting tab categories and subcategories. The method is, in the preferred embodiment, driven in part by the number of lines supported by the display. In the foregoing example, for instance, the interface supports seven displayable lines which the user can navigate. The number of displayable lines is employed to set a threshold number of items which must exist before creating further tab categories (i.e., subcategories).” [Wittenburg Paragraph 21]

19. Applicant respectfully traverses the §103 rejection of claims 27-31 based on Wical and Bodnar (U.S. Patent Application 2001/0000668)

20. The references of Wical and Bodnar are not reasonably combined to form an obviousness rejection for claims 27-31. Wical teaches a bookshelf system for browsing information, while Bodnar teaches a portable computing device with about 7 lines of display. Claims 27-31 relate to a method for presenting an electronic office products catalog.

21. Bodnar teaches a dynamic tab splitting method which teaches away from the multi-tiered tab display of the current invention:

82. The foregoing example illustrated a scenario where simple category headings sufficed. At times, however, a simple category heading might not provide sufficient detail. Consider a scenario when the user has navigated to a category having "M" entries only to find that a very large number

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of "M" entries exist. In an electronic address book, it is not uncommon to find, for example, a large number of "Mc" entries. FIG. 8A illustrates this scenario. Here, the user has tabbed to a category including "M" entries. For the interface 700 (now 700c), this is shown at tab 801. As a result of having selected tab 801, the list 701 (now 701c) is updated and, for this example, includes a large number of "M" entries. To drill down into these entries, the user clicks the select key, shown at 805.

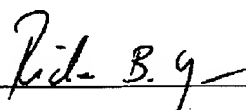
83. In response to this action, the interface 700 (now 700d) updates, as indicated in FIG. 8B. Note particularly that the category tab has, in effect, "split" into subcategory tabs. For instance, "M" entries are now represented by three tabs 811: "M," "Mc," and "Mo" tabs. Here, since there are a great number of "Mc" entries, the system has synthesized dynamically an "Mc" tab, so those entries have their own subcategory tab. In this fashion, the user can quickly navigate to a particular subcategory of interest, thereby avoiding the need to linearly scan through a subcategory having a large number of entries which are not of interest (e.g., "Mc" entries)."[Bodnar Paragraphs 82-83]

22. Applicant urges that all claims are now in condition for allowance.

23. Thank you for your continued assistance in this application.

Respectfully submitted,

Date: Jan 25, 2006

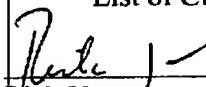


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Amendment and Response to Office Action
List of Claims


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